



— THE PLATFORM —

"A digital platform where accredited and institutional investors can explore alternative financial companies and fund managers, accelerated by us..."

Services Deck

ThePlatform Ltd is an accelerator for **Alternative & Disruptive Investments Companies and Opportunities.**

Our vision is to empower financial issuers to sustainably grow and scale in regulated and emerging markets.

We also empower investors by providing them with access to information, research and analysis on new alternative trends and market insights.



Disclaimer:

The analysis services provided by THEPLATFORM are for informational and educational purposes only and are not regulated by any financial authority. They do not constitute investment advice and should not be relied upon as such.



About Us

ThePlatform offers a digital ecosystem and a range of advisory services for fund managers and alternative financial companies (**Issuer Membership**) giving them the tools to achieve sustainable growth, scalability and global reach for their customers and investors.

Our ecosystem also includes sophisticated & institutional investors (**Investor Membership**) who benefit from free access to our innovative research, analyses and assessments on alternative and disruptive investment markets to ensure that they are aware of the latest trends and developments in alternative markets.

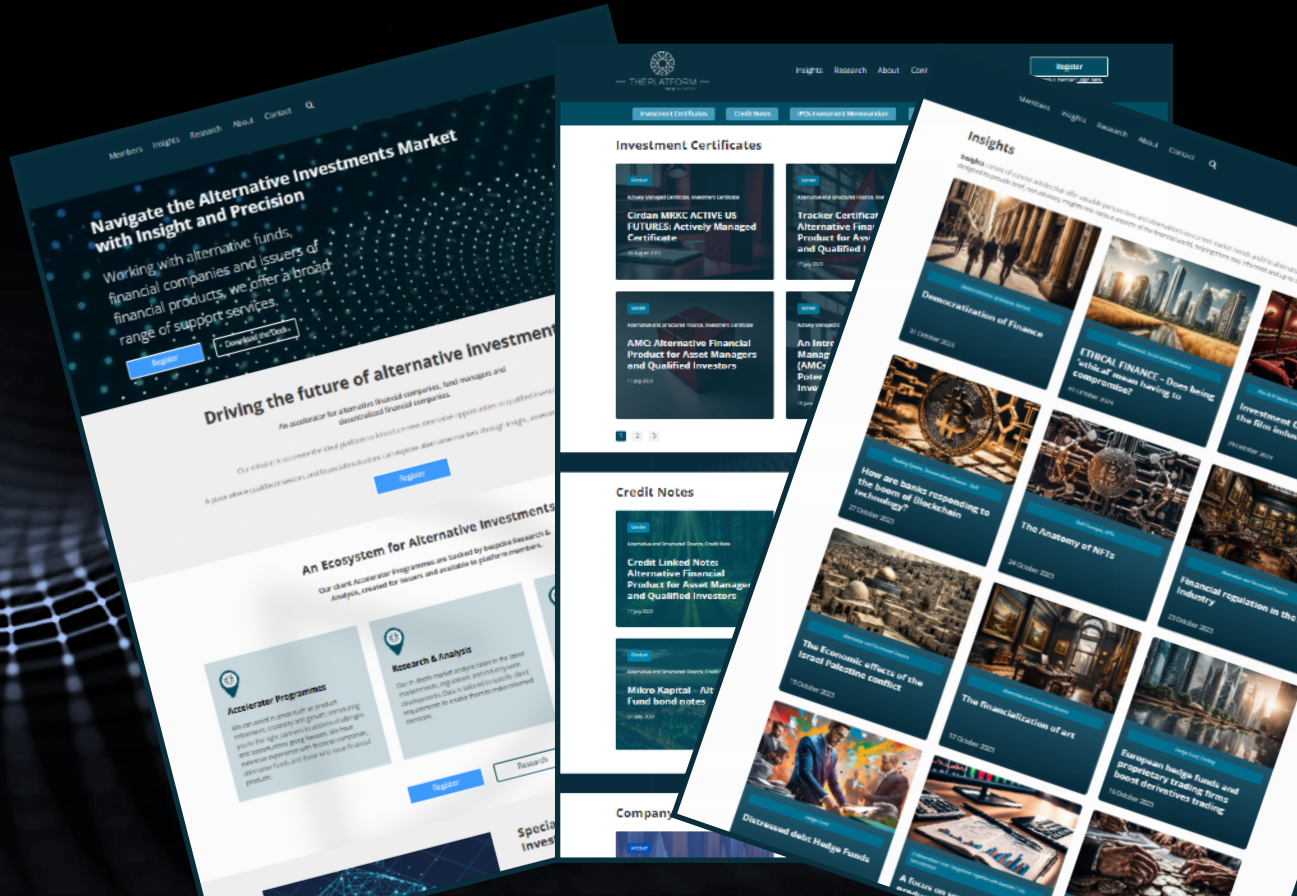
With ThePlatform members based in the UK, EU, Asia, and Middle East, our reach is global with a growing number of medium to large sized financial companies, fund managers, and family offices utilising our services to make sense of alternative markets.



ThePlatform.Finance

Data and analysis form the cornerstone of decision-making, representing essential pillars of modern economies

Our digital platform aims to empower investors through the delivery of invaluable market research, detailed investment memoranda, rigorous assessment procedures, and insights.



Investor Membership (Free)

If you are an Accredited or Institutional Investor, such as asset manager, portfolio manager, financial intermediary, and investment bank, you can join ThePlatform for free as an **Investor Member**.

We aim to support making informed decisions in alternative markets, which are notoriously complex and subject to a lack of transparency and information asymmetries.

Investor Member's benefits:

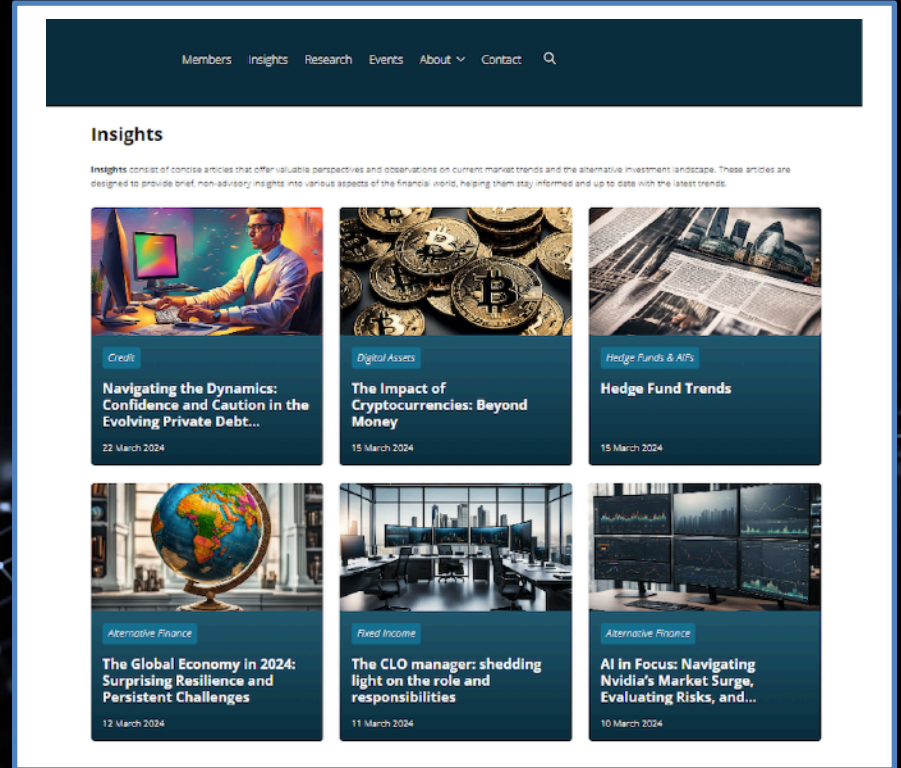
- Full, free, lifetime access to Insights and Research sections upon approval as a qualified investor.
- Analysis reports on the latest developments in the alternatives market.
- Access to webinars with guest speakers and ThePlatform Partners.



Insights Section

Insights: Our concise articles provide simplified explanations of the background of the alternative companies we support and the latest developments in the alternative finance market. Insights serve as the exclusive content accessible without requiring registration.

* After the registration and the KYC approval, The Investor Member can get in touch with a member of ThePlatform team to get information on companies under acceleration or to get in direct contact with the fund managers in question.



The screenshot displays the 'Insights' section of ThePlatform website. At the top, a dark navigation bar contains links for 'Members', 'Insights', 'Research', 'Events', 'About', 'Contact', and a search icon. Below the navigation, the 'Insights' title is followed by a brief description: 'Insights consist of concise articles that offer valuable perspectives and observations on current market trends and the alternative investment landscape. These articles are designed to provide brief, non-advisory insights into various aspects of the financial world, helping them stay informed and up to date with the latest trends.'

The main content area features six article cards arranged in a 2x3 grid:

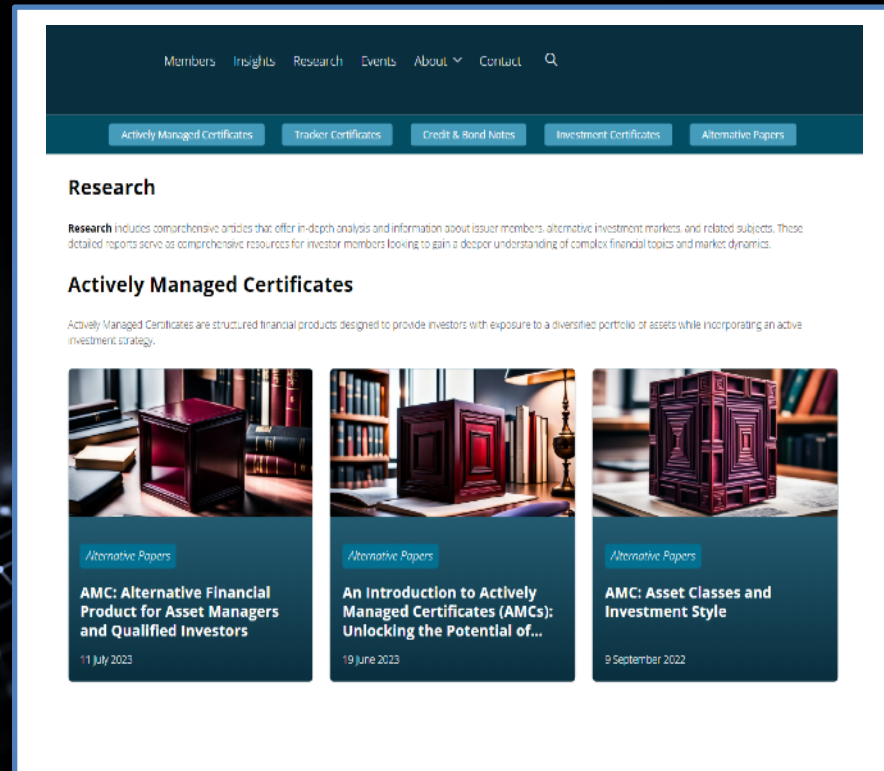
- Credit:** Navigating the Dynamics: Confidence and Caution in the Evolving Private Debt... (22 March 2024)
- Digital Assets:** The Impact of Cryptocurrencies: Beyond Money (15 March 2024)
- Hedge Funds & AIFs:** Hedge Fund Trends (15 March 2024)
- Alternative Finance:** The Global Economy in 2024: Surprising Resilience and Persistent Challenges (12 March 2024)
- Fixed Income:** The CLO manager: shedding light on the role and responsibilities (11 March 2024)
- Alternative Finance:** AI In Focus: Navigating Nvidia's Market Surge, Evaluating Risks, and... (10 March 2024)



Research Section

Research: technical papers where we provide education on the companies we accelerate, their reference assets, and analysis and assessment of current market trends.

* The Investor Member can get in touch with a member of ThePlatform team to get information on companies under acceleration or to get in direct contact with the fund managers in question.



The screenshot shows the Research section of ThePlatform's website. At the top, there is a navigation bar with links for Members, Insights, Research, Events, About, Contact, and a search icon. Below this is a secondary navigation bar with buttons for Actively Managed Certificates, Tracker Certificates, Credit & Bond Notes, Investment Certificates, and Alternative Papers. The main content area features a 'Research' heading followed by a brief description of the research content. Below this is a section for 'Actively Managed Certificates' with a sub-description. Three featured articles are displayed in a grid, each with a book-themed image, a title, and a date.

Members Insights Research Events About Contact


Actively Managed Certificates Tracker Certificates Credit & Bond Notes Investment Certificates Alternative Papers

Research

Research includes comprehensive articles that offer in-depth analysis and information about issuer members, alternative investment markets, and related subjects. These detailed reports serve as comprehensive resources for investor members looking to gain a deeper understanding of complex financial topics and market dynamics.

Actively Managed Certificates


Actively Managed Certificates are structured financial products designed to provide investors with exposure to a diversified portfolio of assets while incorporating an active investment strategy.



Alternative Papers

AMC: Alternative Financial Product for Asset Managers and Qualified Investors


11 July 2023



Alternative Papers

An Introduction to Actively Managed Certificates (AMCs): Unlocking the Potential of...

19 June 2023



Alternative Papers

AMC: Asset Classes and Investment Style

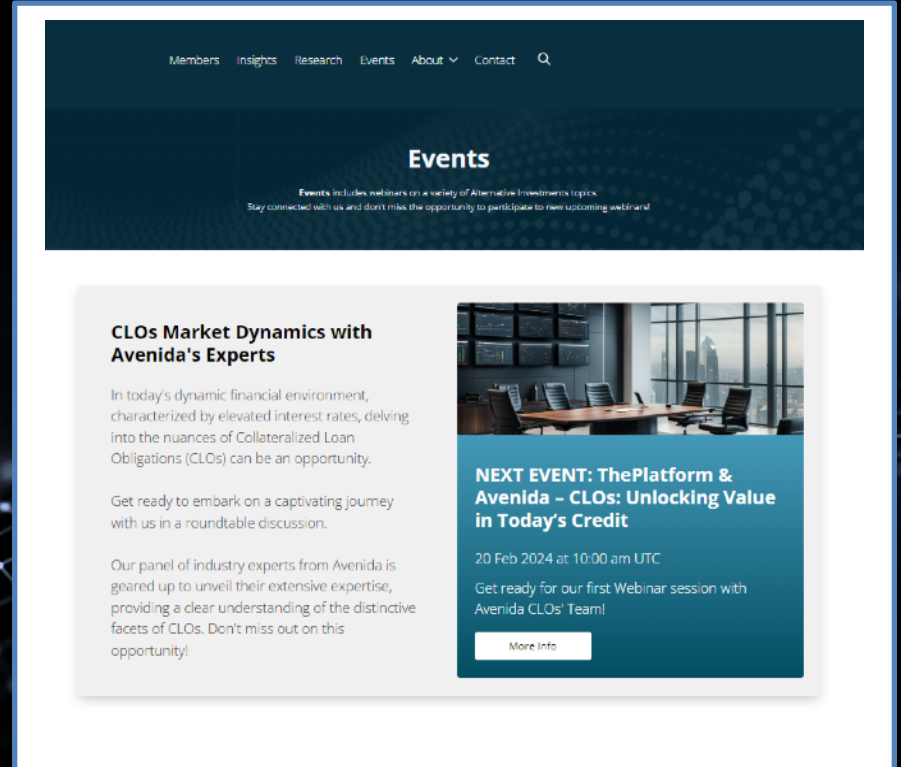
9 September 2022



Events Section

Webinars: live events hosted by ThePlatform, together with the fund managers/financial organisations from companies under our acceleration program. At these events, attendees have the opportunity to learn more about companies' target markets and interact with the key team members. The recordings of our events are then uploaded in the research section.

* The Investor Member can get in touch with a member of ThePlatform team to get information on companies under acceleration or to get in direct contact with the fund managers in question.



The screenshot shows the 'Events' section of ThePlatform's website. At the top, there is a navigation bar with links for 'Members', 'Insights', 'Research', 'Events', 'About', and 'Contact', along with a search icon. The main heading is 'Events', followed by a sub-heading: 'Events includes webinars on a variety of Alternative Investments topics. Stay connected with us and don't miss the opportunity to participate to new upcoming webinar!'. Below this, there is a featured event card for 'CLOs Market Dynamics with Avenida's Experts'. The card includes a description of the event, a date and time, and a 'More Info' button. The background of the card features an image of a modern office interior with a large window overlooking a city skyline.

Members Insights Research Events About Contact Q

Events

Events includes webinars on a variety of Alternative Investments topics.
Stay connected with us and don't miss the opportunity to participate to new upcoming webinar!

CLOs Market Dynamics with Avenida's Experts

In today's dynamic financial environment, characterized by elevated interest rates, delving into the nuances of Collateralized Loan Obligations (CLOs) can be an opportunity.

Get ready to embark on a captivating journey with us in a roundtable discussion.

Our panel of industry experts from Avenida is geared up to unveil their extensive expertise, providing a clear understanding of the distinctive facets of CLOs. Don't miss out on this opportunity!

NEXT EVENT: ThePlatform & Avenida – CLOs: Unlocking Value in Today's Credit

20 Feb 2024 at 10:00 am UTC

Get ready for our first Webinar session with Avenida CLOs' Team!

[More Info](#)



Issuer Membership (Paid Services): Acceleration Program

If you're a new financial company, fund manager, hedge fund manager, or professional trader looking to accelerate your growth and introduce capital strategically, ThePlatform offers a solution to support you in your growth. Join us as an **ISSUER MEMBER** to gain support in positioning your investment opportunity and company in this ever evolving market.

Issuer Member's benefits:

- Full Investor membership benefits.
- Access to our 12 month Acceleration Program.
- Receive market intelligence, strategic insights, and advisory on the latest developments in Alternative Investment Markets.



Scope of the Acceleration Program

ThePlatform is dedicated to accelerating alternative financial companies and emerging alternative fund managers through a comprehensive program designed to:

- Support **capital introduction** and the positioning of the alternative financial company or fund manager within the alternative financial market.
- Provide high-quality materials to support your organization in **financial marketing** activities, **fundraising**, **strategic positioning**, and **reputation enhancement**.

*The development of marketing and placement activities should be considered complementary and essential to an effective program.



Services of the Accelerator Program

The Acceleration strategy relies on two key pillars to enhance strategic positioning, bolster reputation, amplify market presence, and become more appealing to accredited and qualified investors:

Capital Introduction Services

- Database of 3600 potential “lead” investors (professional investors, elective professional investors or institutional investors) per year.
- ThePlatform provides a range of collateral on your alternative investment products and introduces our regulated company VAI to initiate fundraising negotiations, facilitating the issuer's process.
- Visibility on the ThePlatform and social media.

Strategic Positioning Services

- N°1 Issuer Membership to access ThePlatform financial.
- 12 insight articles per year.
- 12 research per year.
- 4 webinars per year.



Fees of the Acceleration Program

We implement an acceleration fee based on the level of engagement from potential investors, essential for the sustainability of our program. This fee supports team compensation and facilitates various activities that complement our capital introduction support, including marketing, content creation, and research.

Our standard program operates over **12 months**, but it can be segmented into quarterly intervals. At the end of each quarter, we evaluate performance against Key Performance Indicators (KPIs) to determine renewal based on target achievement.



Monthly Plan of the Acceleration Program

Each month is structured and planned to pursue several activities in parallel and allow more effective engagement and the construction of a funnel leading to capital introduction. We can summarize this in the following table.

Month Timing	KPIs
I week of acceleration	<ul style="list-style-type: none">• Contacts list• Contents and campaign planning• Insight 1 drafting
II week of acceleration	<ul style="list-style-type: none">• First contacts engagement• Insight 1 publication
III week of acceleration	<ul style="list-style-type: none">• Meetings with potential investors• Research 1 drafting
IV week of acceleration	<ul style="list-style-type: none">• Meetings with potential investors• Research 1 publication
End of Each Quarter	<ul style="list-style-type: none">• Invitation of the contacts in the list to our hosted webinar together with the issuer



VA Capital Holding Ltd

VA Capital Holding Ltd - www.vacapital.finance is a London-based financial company that provides asset management, broker-dealer services and acceleration programs, focused exclusively on alternative financial investment opportunities.

Our Goal:

- Facilitating access to alternative markets and opportunities for institutional and accredited investors by providing them with access to innovative technology, actionable data, and a wide range of financial instruments and alternative investment opportunities.
- Providing advisory services to financial institutions and fund managers operating in Alternative Markets which are aimed at accelerating their business and strategically positioning their services or investment opportunities to an international community of sophisticated investors and companies.

Currently, our group consists of two operating companies based in London:

- **Virgil Alternative Investments Uk Ltd - VA Investments** - regulated by the FCA under appointed rep. VAI is in the process of applying for asset management, financial advisor, financial arrangement and crypto licenses (*application ongoing).
- **THEPLATFORM LTD** - ThePlatform.finance - our accelerator company for alternative and innovative financial companies and fund/asset managers.



Get in touch!

Call or email us for any questions or inquiries about our services



— THEPLATFORM —

Phone Number

+44 7500581005

Email Address

management@theplatform.finance

Website

www.theplatform.finance

Book a meeting to explore more: <https://calendly.com/theplatform-finance>